

ABOUT ME

Strategic Design Leader with 13+ years of expertise in UI/UX and brand strategy. Currently heading design at Interactive Avenues, specialising in scalable design systems, AI-powered innovation, and measurable UX results.

CORE COMPETENCIES

Design & Strategy Tools

Figma • Adobe Creative Suite (Photoshop, Illustrator, XD) • Sketch • InVision • Wireframing & Prototyping • Design Systems • Information Architecture

UX/Research Expertise

User-Centered Design • User Research & Testing • Usability Analysis • Journey Mapping • Interaction Design • Design Thinking • Accessibility (WCAG) • Competitive Analysis

AI & Emerging Technologies

Figma AI • ChatGPT • Claude • AI-Assisted Research • Rapid Prototyping • Automated Design Insights

Leadership & Strategy

Team Leadership (6–10+ designers) • Design Strategy • Stakeholder Management • Crossfunctional Collaboration • Process Improvement • Mentoring & Talent Development • Design Quality Standards

EDUCATION

Certified Usability Analyst (CUA)

Human Factors International Feb 2022 – Mar 2022

Diploma in Animation & Graphics

S.V.V.M Jun 2009 – Mar 2011

Diploma in Applied Arts

L.S.Raheja School of Arts Jun 2006 – Mar 2009

CONTACT

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WORK EXPERIENCE

Interactive Avenues – IPG(Omincom Group)

Associate Creative Director, Head of UI/UX Department

Oct 2024 – Present

Strategic leader driving digital transformation and experience design excellence for a diverse portfolio of Fortune 500 and emerging Indian brands.

Brands Managed: SBI | TATA Steel | Adani Green Energy Limited | Adani Enterprise Limited | Mahindra Tractors | Zodiac | Streax | And 5+ additional brands

- Secured and manage \$2M+ in annual digital mandates for 8+ major clients including SBI (strategic 5-year engagement), TATA Steel, Adani Enterprise Limited (AEL), and Adani Green Energy Limited (AGEL), establishing Interactive Avenues as a trusted design partner
- Lead and mentor team of 6+ designers and developers, implementing design standards and processes that improved project delivery timelines by 30% while maintaining 95%+ client satisfaction scores
- Designed scalable solutions across 3 major domains: e-commerce platforms (30% improvement in conversion metrics), enterprise dashboards (reduced task completion time by 28%), and consumer applications (increased user engagement by 35%)
- Spearheaded AI-driven design methodology, integrating Figma AI, ChatGPT, and Claude to accelerate research and ideation phases. Achieved 40% reduction in design iteration cycles and enabled team to deliver high-fidelity mockups and presentation decks in 50% less time than traditional workflows Guided 8+ brands through comprehensive design thinking – from research and ideation to implementation – delivering user-centered solutions that drive measurable business growth

Sapient Razorfish – Publicis Groupe

Associate Creative Director (Experience Design)

Sept 2022 – August 2024

Led UX strategy and digital transformation initiatives for multinational and domestic brands, specializing in identifying and solving complex user experience challenges.

Brands Managed: Majid Al Futtaim | American University of Kuwait | Nestle Professional | First Abu Dhabi Bank | ITC Hotels | Almarai | Ariel Arabia | Ecofy (Autovert) | Amazon Egypt | McDonald's UAE

- Delivered UX audits and strategic recommendations for 10+ global brands, identifying an average of 18–22 critical UX/UI bottlenecks per engagement. Implemented solutions resulting in 25–35% improvement in key performance indicators (conversion, engagement, retention)
- Managed comprehensive digital transformation projects for First Abu FAD Bank, American University of Kuwait, Nestle Professional, and Majid Al Futtaim, leveraging PROFESSIONAL EXPERIENCE INTERACTIVE AVENUES – IPG (OMNICOM GROUP) SAPIENT RAZORFISH – PUBLICIS GROUPE improved Information Architecture (IA), UI design refresh, and strategic technology integration
- Designed and deployed mission-critical dashboards and internal tools, including engagement gamification system that increased team productivity by 40% and stakeholder motivation scores by 50%
- Led enterprise Gen AI integration initiative across client portfolio, piloting AI-powered tools for UX research acceleration and user insights generation. Pitched 5+ use cases for business growth

Flying Cursor Interactive

Associate Creative Director (UI/UX)

April 2020 – August 2022

Built and scaled a high-performing UI/UX department while delivering strategic design solutions for automotive, consumer, and enterprise brands.

Brands Managed: Mahindra Automobile | Precious Platinum | FairPlay | MadMaps | Allana Group | Cipla | Axis Mutual Fund | Vistara | 91 Springboard | BITSom | Swaraj Tractors

- Transformed design department from startup to mature operation: Led recruitment, hiring, and mentoring of 10+ designers and developers; implemented design processes, quality standards, and collaborative workflows that improved project velocity by 25%
- Managed diverse brand portfolio including Mahindra Automobile (6 projects), Precious Platinum, FairPlay, MadMaps, and Allana Group, delivering interaction strategies, navigation flows, wireframes, and interactive prototypes for web and mobile experiences.
- Championed user-centered design methodology across all projects, conducting user research, journey mapping, and testing that informed strategic design decisions and improved usability metrics by average 30%
- Spearheaded cross-functional collaboration between Creative Directors, Development Leads, and stakeholders, reducing design-to-development handoff time by 35% and improving implementation fidelity to 92%

Sr. UI/UX Designer

Sept 2017 – April 2020

- Designed 20+ digital products (web and mobile) for blue-chip clients including Cipla, Axis Mutual Fund, Vistara, 91 Springboard, BITSom, and Swaraj Tractors
- Established design documentation standards and component libraries that accelerated team output by 20%

PROJECTS

Raymond Realty

raymondrealty.in

Managed and Handled the end to end process of the Project from Brief stage to Deployment.
Created multiple scenarios for building engagement with customers for booking.

CWA

cwa.co.in

Created a portfolio website to show products offerings, services, etc.
I handled a team of Designers & Devoplers for this 3 months project.

FeeOnly

FeeOnly.com

FeeOnly is an Investment Advisers firm.
We build a portfolio Website for them. Worked closely with the Stakeholders and Marketing team to meet certain goals.
The main task and ask was to create a customisable blog section.

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WORK EXPERIENCE

HashCompile

Sr. UI/UX Designer

May 2017 – Sep 2017

- Managed entire UI cluster (6 team members) for company's proprietary product suite (Hashcom, Swapp, By Routes, Aarti Cooks)
- Delivered 30+ UI screens and conducted UX enhancements across all products, improving usability scores by 22%
- Extended 3-month contract by 2 months due to exceptional performance and client satisfaction

SportzInteractive

Associate UI Designer

Sep 2015 – Apr 2017

Brands Handeled : Star Sports | Pro Kabaddi | 2016 Kabaddi World Cup | NFL | IPTL | Hockey India | P1

- Designed interfaces and style guides for major sports media brands and events (Star Sports Pro Kabaddi, 2016 Kabaddi World Cup, NFL, IPTL, Hockey India)
- Created new style guides and alternative design solutions for 5+ brands, elevating visual consistency and brand recognition
- Developed storyboards that informed design decisions and improved overall design cohesion across projects

PROFESSIONAL HIGHLIGHTS

- 13+ years of design excellence with progressive leadership roles spanning UX/UI Design, Creative Direction, and Design Strategy
- Currently managing \$2M+ annual client revenue at Interactive Avenues while mentoring emerging design talent
- Proven expertise in team scaling and process optimization – built highperforming departments and implemented frameworks adopted agency-wide
- Early adopter of AI-powered design tools – leveraging emerging technologies to accelerate innovation and maintain competitive advantage

BEYOND DESIGN

Co-Founder of Crafted Studio—curating bespoke, artisanal products that blend traditional craftsmanship with contemporary design. Championing handmade authenticity for conscious consumers.